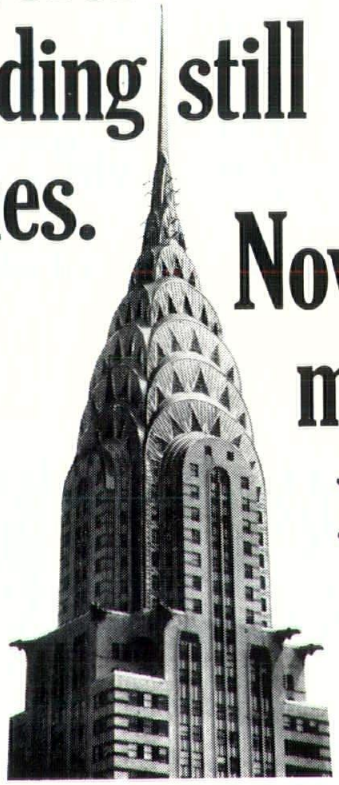
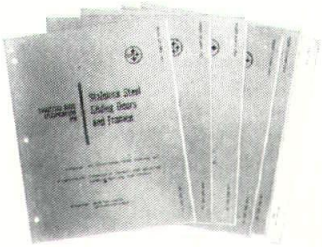
AMERICAN INSTITUTE
OF
ARCHITECTS
SEP 21 1964
LIBRARY

stainless steel tower of the Chrysler Building still shines.



Now read five more bright reasons to design in stainless:

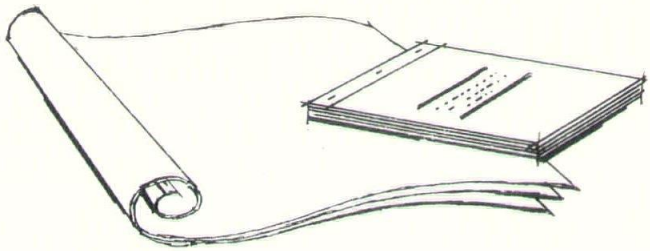
If you have designs calling for stainless steel doors or windows, Inco's "Suggested Guide Specifications" can make your specifying job a little easier, less time consuming and more complete. They include helpful background information and explain the optional features and variables that must be determined for each project. Their format follows AIA Specification Worksheets. Write for your copies today.



1. Nickel stainless steel is highly corrosion resistant. Won't pit, tarnish or deteriorate in any other way. **2.** The subtle sheen of stainless blends with other materials. Complements, reflects and highlights its surroundings. And its good-looking appearance is permanent. **3.** Stainless is among the strongest of metals. Permits use of thinner members and lighter, more economical gauges. **4.** Stainless is virtually care free. Washes easily with detergents and water. Rain and wind often keep it clean. And maintenance savings alone often make up any difference in cost between stainless and other materials. **5.** Stainless is available in virtually all standard forms, plus many special shapes and finishes. Also in many fabricated forms, such as doors, windows, hardware, fascia and railings.

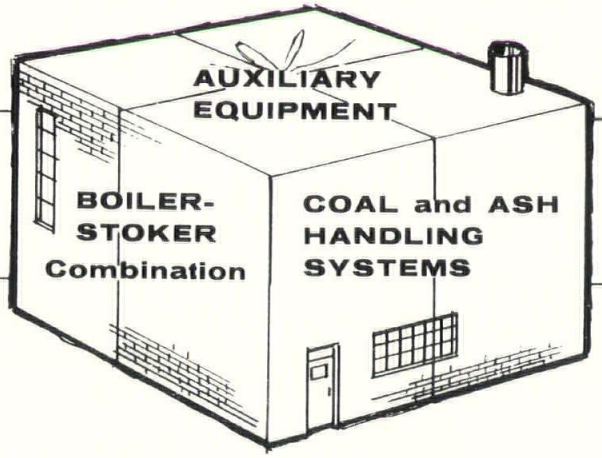
The International Nickel Company, Inc., 67 Wall St., N.Y. 5, N.Y. INCO

PLANS and SPECIFICATIONS for a complete



COAL-FIRED HEATING PLANT

are now available to Architects-Engineers and Consultants



A 3-IN-1 PACKAGED UNIT

The engineering for this complete packaged unit was drafted under the direction of the Office of Coal Research in the United States Department of Interior, Washington D.C. in co-operation with the Wickes Boiler Company. Plans and specifications are complete, serving as a prototype for the taking of bids and plant construction. There is a choice of design for above or below ground coal storage whichever most advantageously fits your design requirements.

A member of our staff will be happy to meet with you to answer any questions you may have, or write for complete information.

Choice of 20,000 to 100,000 lb./hr. of steam

Total costs slashed 40%

Labor Cost - One Man Intermittent Attendance

Complies with Regulatory Requirements

UPPER LAKE DOCKS COAL BUREAU, INC.

Box 1072
Minneapolis, Minnesota 55440

6833 West Fond du Lac Ave.
Milwaukee, Wisconsin 53218

Phone: **HOpkins 4-8170**

What's New in Composite Desi

Standard A.I
Composite Be
may now incorporate Fenes
Holorib Reinforcing Forms
no change in design procedu
slab thickness. Independent
oratory tests confirm that H
rib slab may be considere
solid concrete in computatio
Composite Beam Section pro
ties.

Advantages of the Holorib
tem: The "Key-Bond" actio
the triangular rib replaces
forcing steel and allows lo
spans without shoring than
other system using equal th
ness of concrete. Stud shear
nectors and temperature r
are installed after other tr
have finished. Holorib elect
cells are factory installed to
cur where design requires.
your Fenestra Representativ
Write:

FENESTRA/Box 1085/Buffalo, N. Y
Please send a free copy of "COMP
FLOOR SYSTEMS," the 20-page broch
design and test data.

NAME _____

ADDRESS _____

_____

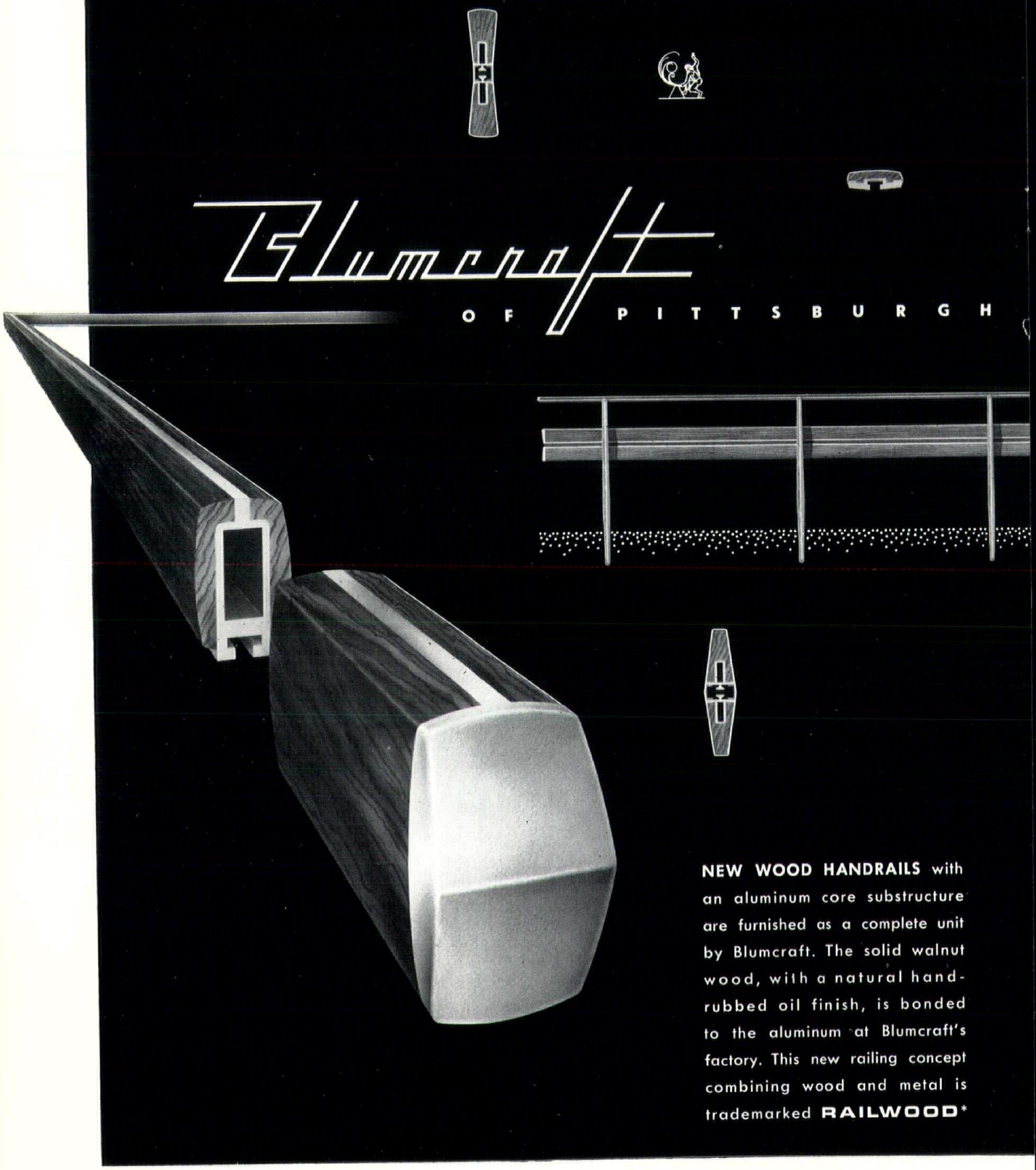
CITY _____ STATE _____

FENESTR

What is the one design material that can be a wall, a door, a partition, a fence, a roof, a window, a mirror or a piece of furniture . . . of almost any shape, color, texture, size or design? Transparent, translucent, reflective or opaque? Impervious to sun, wind, rain and corrosion? Never becomes obsolete . . . and needs no maintenance but washing?

☐ Steel ☐ Wood ☐ Concrete ☐ Glass ☐ Masonry

Are you taking full advantage of all the design properties of glass? We suggest you look through Sweet's Architectural File. Then direct your questions to your local PPG Architectural Representative. Contact the PPG office nearest you. Pittsburgh Plate Glass Company, Pittsburgh, Pa. 15222. **PPG makes the glass that makes the difference**



Complete 1964 catalogue available from Blumcraft of Pittsburgh, 460 Melwood St., Pittsburgh 13, Pa.

PHOTO: BIG CEDAR STUDIOS

CONTENTS

TILE FOR THE SAKE OF ART 8
MERIT AWARD 10
ARE PEOPLE FOR PLANNING? 12
IS YOUR MEANING CONCRETE? 13
CHAPTER NOTES 14
WISCONSIN ARCHITECTS FOUNDATION 14
WELCOME ABOARD 16

THE ARCHITECT

SEPTEMBER, 1964

On this month's cover and in the photo above is a 1964 Merit Award church which the architects designed completely, matching the interior furnishings to the building around them — more about this on pages 10 and 11. The resurgent popularity of tile mosaics is in for another boost from a recent Federal Housing Administration ruling. The ruling, and the way you can add tile to your architecture, are outlined beginning on page 8. In this age of planning for people, the chairman of New York's Planning commission wonders if people are for planning. Laymen are often confused about the precise meaning of cement vs. concrete. A deeper test of your fluency with the terms of concrete construction appears on page 13. And this month's Wisconsin Architects Foundation report tells the progress of a school of architecture for the state.

COVER: BIG CEDAR STUDIOS

THE WISCONSIN ARCHITECT, Volume 32, No. 7. Address all matters pertaining to editorial or advertising content to the Publisher, Schmidt Publications, 781 N. Jefferson St., Milwaukee, Wisconsin 53202. Phone BR 1-6400. **The Wisconsin Architect** is the official publication of the Wisconsin Chapter of the American Institute of Architects, Frederick G. Schmidt, Editor. Bruce Brander, Managing Editor. Subscription rate: $5.00 per year.

WISCONSIN CHAPTER AMERICAN INSTITUTE OF ARCHITECTS: 3902 N. Lovers Lane Rd., Milwaukee, Wisconsin 53222. Telephone HOpkins 4-4520. EXECUTIVE SECRETARY, MRS. JANE RICHARDS.

OFFICERS: President, LEONARD H. REINKE, 805 N. Main Street, Oshkosh; Vice-President, MARK A. PFALLER, 7613 W. State St., Milwaukee; Secretary-Treasurer, EMIL KORENIC, 4710 Waukesha, Madison.

EXECUTIVE COMMITTEE: LEONARD H. REINKE, 805 N. Main Street, Oshkosh; ALLEN J. STRANG, 810 University Bay Dr., Madison; AL J. SEITZ, 920 Goold St., Racine; ROBERT C. CASHIN, 321 S. Hamilton St., Madison; PAUL H. GRAVEN, 5018 Bayfield Terrace, Madison; WILLIAM P. WENZLER, 2800 N. Brookfield Rd., Brookfield; MARK A. PFALLER, 7613 W. State St., Milwaukee; ROGER M. HERBST, 1249 N. Franklin Pl., Milwaukee; MAYNARD W. MEYER, 797 N. Jefferson St., Milwaukee; EMIL KORENIC, 4710 Waukesha, Madison; LAWRENCE BRAY, 1125 N. 38th St., Sheboygan; JAMES T. ANGUS, 126 Jefferson Street, Janesville; CHARLES HAEUSER, 759 N. Milwaukee Street, Milwaukee; ROBERT P. POTTER, 720 E. Mason Street, Milwaukee; DONALD M. SCHOEPKE, 614½ Third Street, Wausau; NORMAN SOMMERS, 5565 N. Shore Drive, Eau Claire; ROBERT L. YARBRO, 135 Market Street, Oshkosh.

DIRECTORS AT LARGE: ROBERT C. CASHIN, ROGER M. HERBST, MAYNARD W. MEYER, ROBERT P. POTTER, WILLIAM P. WENZLER.

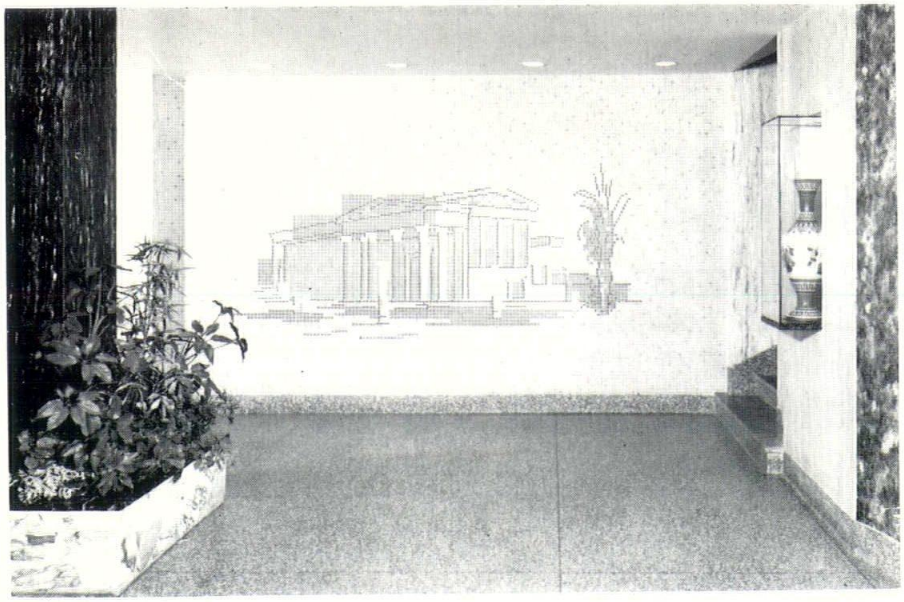
SECTION DIRECTORS:
SOUTHEAST SECTION: Al J. Seitz, Charles Haeuser.
WESTERN SECTION: Paul H. Graven, James J. Angus.
NORTHEAST SECTION: Lawrence Bray, Robert L. Yarbro.
NORTHERN SECTION: Norman Sommers, Donald Schoepke.

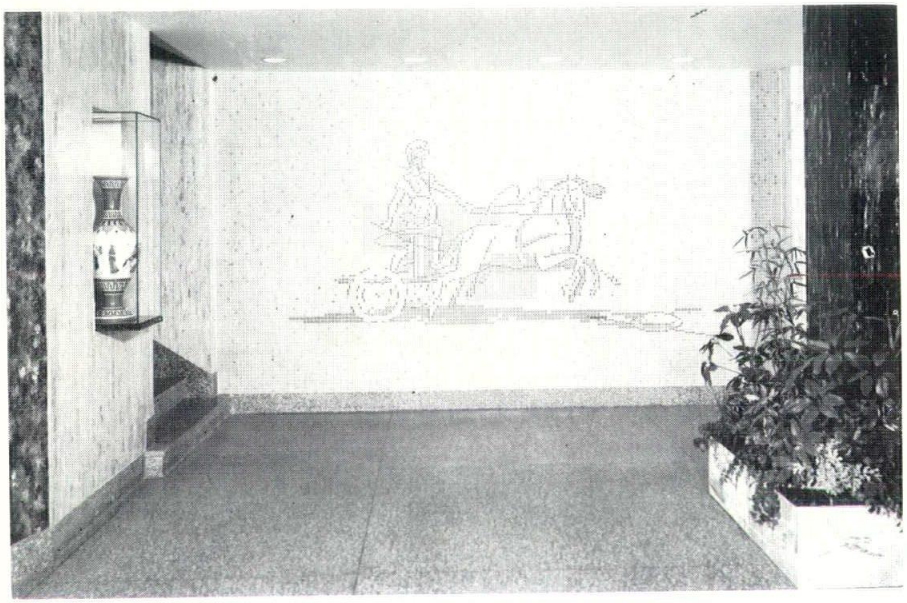
SECTION OFFICERS:
SOUTHEAST SECTION: PRESIDENT, CHARLES HARPER, 2011 E. Capitol Dr., Milwaukee. VICE-PRESIDENT, THOMAS ESCHWEILER, 1249 N. Franklin Pl., Milwaukee. SECRETARY-TREASURER, ROLF N. IRGENS, 2133 Swan Blvd., Wauwatosa.

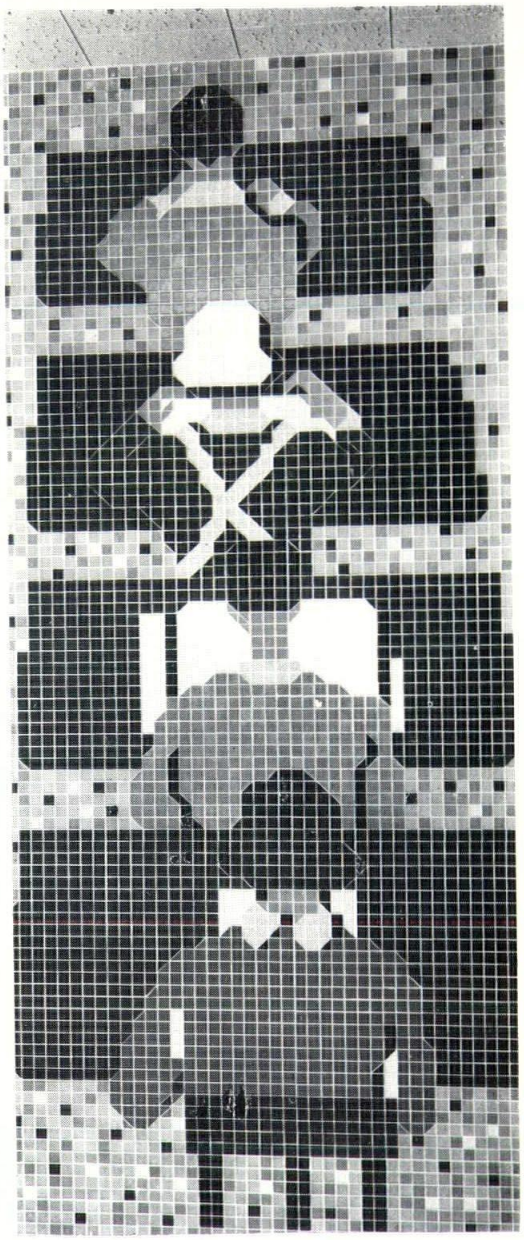
WESTERN SECTION: PRESIDENT, JAMES L. ANGUS, 126 Jefferson Street, Janesville; VICE-PRESIDENT, LLOYD O. KRUEGER, 5106 Loruth Terrace, Madison; SECRETARY-TREASURER, SAMUEL T. BALEN, 2388 Seybold Rd., Madison.

NORTHEAST SECTION: PRESIDENT, CARL E. BOETTCHER, 913 Reddin Ave., Neenah. VICE-PRESIDENT, SYLVESTER J. STEPNOSKI, 25 E. Merrill Ave., Fond du Lac. SECRETARY-TREASURER, GORDON M. IHBE, 101 W. Whitney, Green Bay.

NORTHERN SECTION: PRESIDENT, DONN HOUGEN, Wood Block, Wisconsin Rapids. VICE-PRESIDENT, JAMES P. HALLBECK, 1010 W. Clairemount, Eau Claire. SECRETARY-TREASURER, DOUGLAS T. O'DONNELL, 505 S. Chestnut, Marshfield.



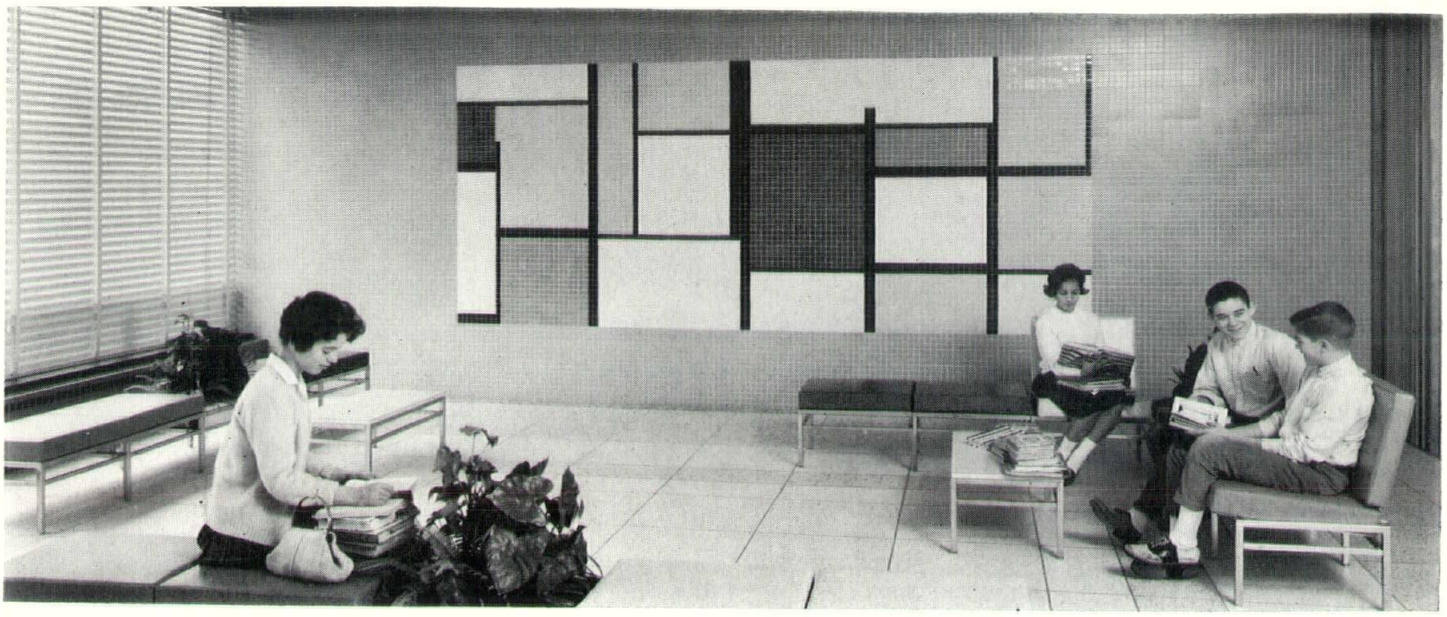




PHOTOS: COURTESY MOSAIC TILE CO. & TILE COUNCIL OF AMERICA

TILE for the sake of ART

The decorative murals on this and the facing page were photographed in buildings all over the United States. The ceramic renditions of the Indian head and the llamas are large murals on exterior walls. The others are placed on inside walls.



Last January, the Federal Housing Administration officially approved the addition of artwork to housing projects financed or assisted by federal funds.

No less pleased than contemporary United States artists, whose work will be especially favored under the ruling, were American tile manufacturers. With the rebirth of mosaic murals as an art form, the tile industry now looks forward to an outright boom in ceramic wall artistry.

The FHA policy allows up to one percent of estimated building cost to be devoted to art that does not necessarily have a utilitarian or practical function. In special cases, a higher percentage may be allowed.

Art works, to be classed as part of mortgage security, must be a genuine part of the property, accessible to all occupants and clearly attractive enough to justify their cost. The art must also be reasonably resistant to exposure, vandalism and theft. The FHA announcement specified sculpture, murals and mosaics as desirable art.

Speaking for mosaic work, the architectural director for the Tile Council of America, Lamar H. Brown, A.I.A., emphasized its permanence, beauty and versatility. "Architects, artists and designers can create murals of many combinations of types, colors and sizes appropriate for the setting," Mr. Brown said.

An architect seeking mural designs can turn directly to a tile manufacturer. Leading firms usually have a few stock designs on hand, both abstract and pictorial. Many companies employ artists to create custom murals.

Most murals are made up of standard tile segments. Usually individual pieces are small — ¾ inch, one inch and diagonal halves of each — for pictorial flexibility. Set into a composite, they create a design resembling needlepoint or cross-stitched patterns. The amount of pictorial detail possible increases with the size of the mural.

Mural designers often prefer unglazed tiles for their natural clay colors. For pictorial effects, however, the bright colors of glazed tile offer more creative scope. All sizes and colors are weatherproof, allowing murals to be mounted outdoors as well as inside.

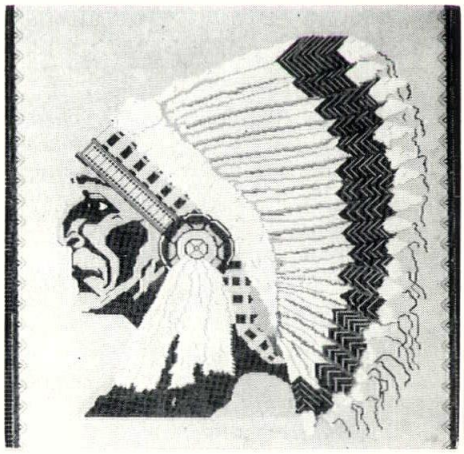
Tile murals range in cost almost as widely as walls to hold them. Most expensive are elaborate designs made up of hand painted glazes that give an architect an infinite choice of colors. But a reasonable range of designs, colors and glazes can fit neatly into a budget of $4 to $14 per square foot.

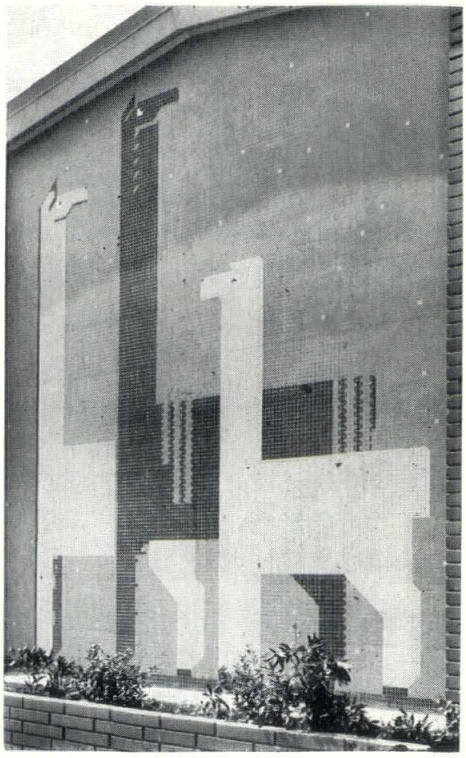
To create an original mural at relatively low cost, an architect, his client and possibly an artist will plan the design, execute a color rendering and turn the finished artwork over to a second artist who specializes in tile mosaic.

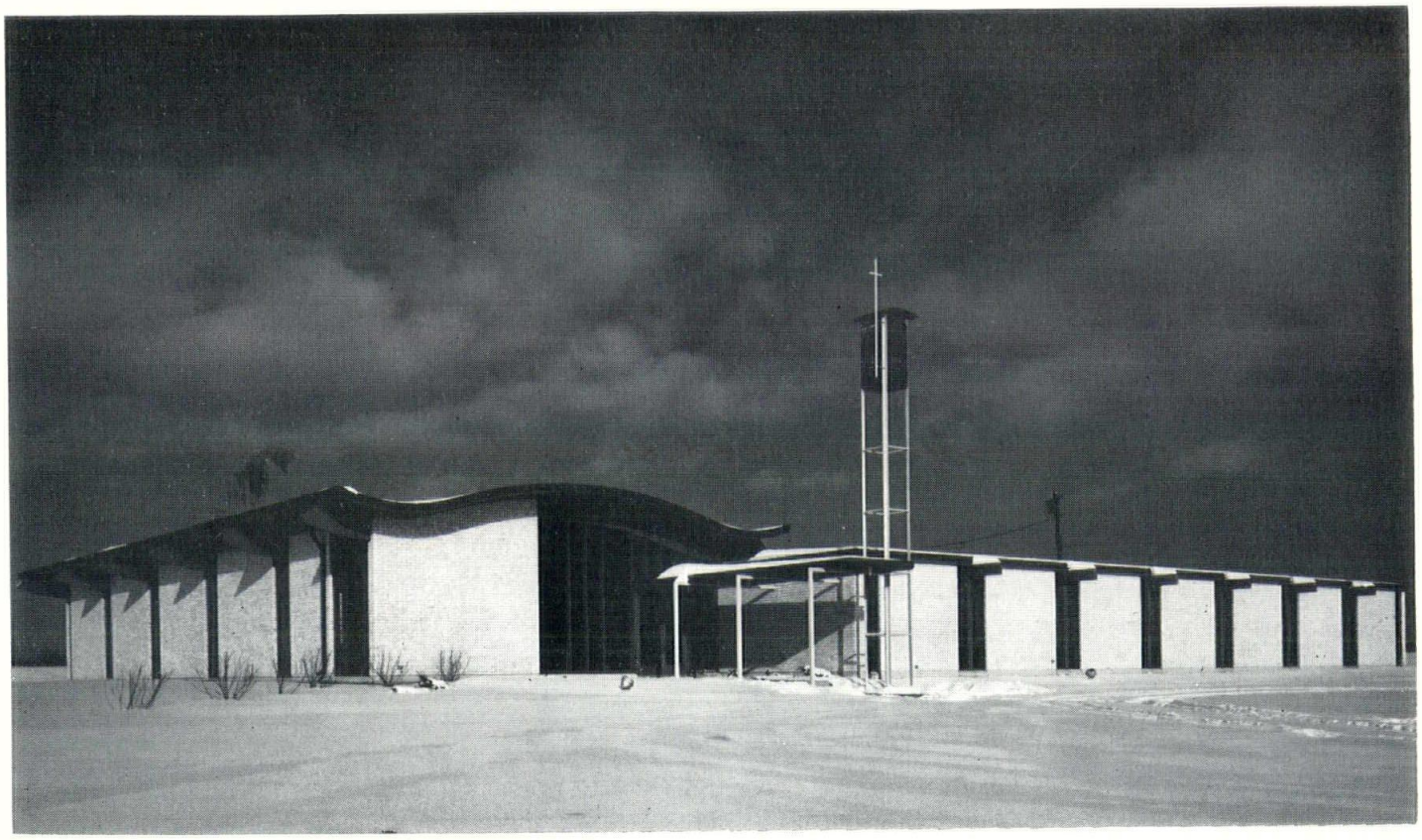
The tile artist, either employed by a manufacturer or commissioned specifically for the mural, translates the design into ceramic materials, usually at the tile factory. Tracing the pattern in full size, he shows the color and precise location of each tile segment. A copy of the tracing is then cut into sheets about one foot by two feet in size. Tile segments are assembled on these sheets and glued face down in place. Each sheet is code marked to indicate its position in the complete mural. The sheets are then packed into cartons, numbered in the order they are to be opened, and shipped to the job site.

Here, a tile setter takes over. He first prepares a stable, permanent surface for the

(Continued to page 16)



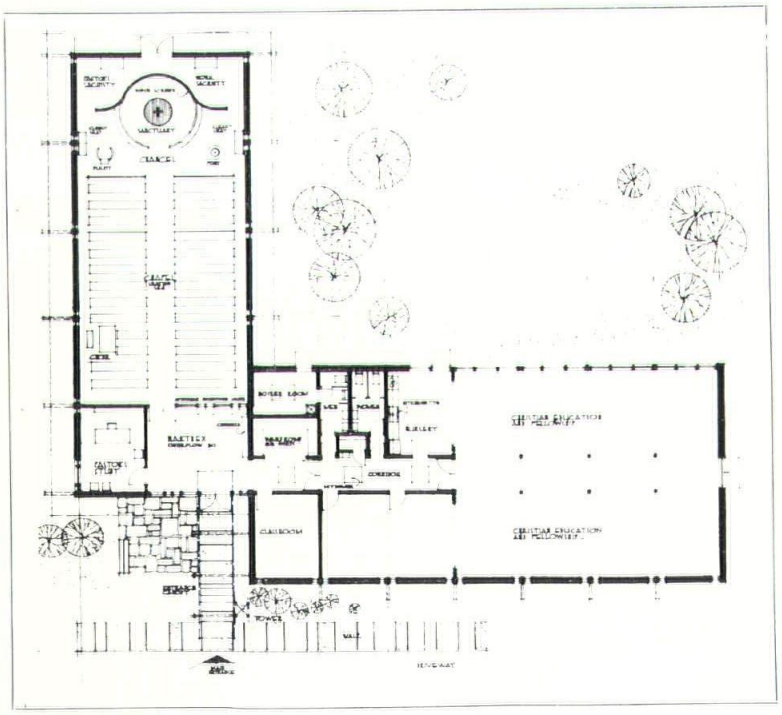




merit award:

KING OF KINGS LUTHERAN CHURCH
MILWAUKEE

By Architects III, Inc.



DESIGN PROBLEM:

The problem was to design and build a mission church with a chapel for 160 persons and a separate area that could be used as a meeting hall or divided for education purposes. A limited budget was available and provisions for future expansion were required. The site was 3.8 acres of former farmland at 9524 W. Good Hope Rd.

DESIGN SOLUTION:

The architects chose an L-shape design simple in both line and detail. The chapel seating 144 worshippers and 20 choir

PHOTOS: BIG CEDAR STUDIOS

members fills one wing of the L. The activities and education area is in the other wing. Where the two wings meet are the pastor's study, narthex, wardrobe, lavatories, boiler room and drinking fountain. This central area serves as a sound buffer between the two wings and allows simultaneous use of its facilities to both chapel and hall.

To create unity between the chapel and its appointments, the architects designed all furnishings and other interior items. The circular form of the altar, pulpit, font and communion rail is reflected in the undulating chancel screen and then carried to the structure itself in the curvilinear chapel roof line.

The complete building covers 5,910 square feet and 70,550 cubic feet. Total cost of the building, appointments and grounds development is $82,261.

JURY COMMENTS:

The plan and organization are excellent. The composition is good. The curved roof might have been higher and the tower should be simple and stronger. The interior is orderly and appointments were selected with care. The detail is sensitive.

Are People For Planning?

ADS, INC.

When a new generation of social organizers began to describe their work as "planning for people", city development showed its first signs of genuine maturity.

Of course, this idea was not wholly new. City planning has always been for people in one sense or another. But seldom could the more effective methods of the past fulfill the needs of the present. Planning in the days of Pierre L'Enfant and Baron Haussmann was for people in a relatively stable society. More like a graphic art on a social canvas that did not shift or grow, it could not evolve enough to fit an era of runaway technology. Later city planning also considered social and economic needs. But it did not consider them enough, usually overshadowing them by form and design.

The city beautiful approach was a strenuous effort to correct deficiencies and mistakes. But it fell short of its own ideals, possibly for a reason Frank Lloyd Wright illustrated when he offered a view of Manhattan's skyline shrouded in smog and captioned it simply: "find the citizen".

Finding the citizen is what today's city planning is all about, the chairman of the New York Planning commission said recently. Speaking to a community service group in New York, William F. R. Ballard spoke of city planning as a whole course of public action beginning with buildings and ending with education of the people who are to live in them.

"I place emphasis upon public action," Mr. Ballard said, "because too often planning is viewed either by zealots or rugged individualists as a means to control our total environment. I believe the concept of a rigid master plan . . . an all embracing blueprint for public and private endeavor, has vanished with the goose step. Our concern is to develop comprehensive and inter-related plans which serve as the intelligent framework for public and private initiative."

Yet, a plan is not enough in itself, Mr. Ballard said. What should concern us at the moment is not whether planning is for people, but whether people are for planning. For people all over the Western world, planning, like utopia, has become suspect, he cited.

"It would appear that the growing affluence of our society makes us more resistant to change." Planning seems to be anathema to the sated and satisfied citizen who fears change, who is reluctant to exchange the good life of today for the uncertainties of tomorrow, he said. The confidence of these people must be gained.

Citizens who are poorly housed and poorly prepared to lift themselves to prosperity are equally suspicious of planning. Often they see it as a painful disruption of an already painful existence.

The simple act of building new houses and moving slum dwellers into them may appear easy and practical at first glance. "But somehow the illogic of reality spoils all this," Mr. Ballard observed.

"Some people don't want to move, even out of rat-infested hovels. And if they must move, they may not want to go into the shiny new houses you build for them. That is a quirk in democracy that probably should be defended . . . the inconvenience to simple solutions notwithstanding."

Then we must anticipate that many families, once moved into new houses, will not be able to pay more than slum rents, that some form of subsidy will have to pay part of the new rents for them. "It is also obvious that we must experiment with new types of housing and new housing programs," he said.

"Then we must consider the so-called problem families who seem to frequent slum areas. Are we going to move narcotic addicts, prostitutes and drunks into our shiny new buildings?"

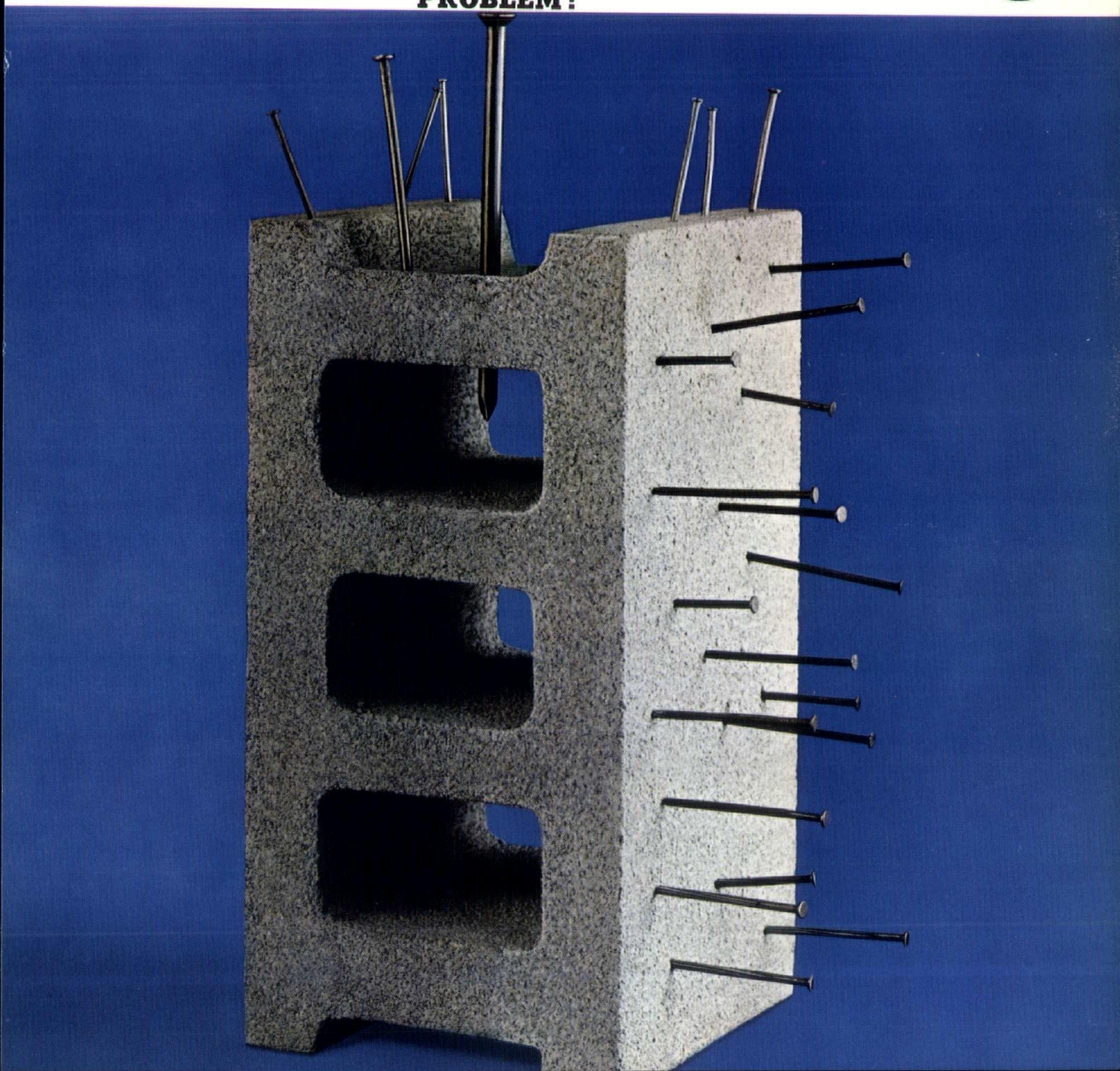
To solve these problems, he said, "a wide variety of social service aids must focus on these areas to ensure that renewal doesn't become a superficial whitewash. If renewal is to work, it must elevate hearts and minds as well as new structures. This means educational programs, jobs, job training and retraining, psychological services, after school programs. Take this away from city planning and we are back to the days when we thought everything could be solved by the city beautiful approach.

"Today the city beautiful is still our goal. We still want quality design to keep our commerce and traffic moving, to ensure easy pedestrian mobility, to offer our residents the amenities and repose they deserve. But we want more than a cosmetic effect. We want a beauty born of the soul and sinew of the city."

USS GARYLITE EXPANDED SLAG lightweight aggregate gives concrete blocks better nailability. Independent laboratory tests which included five other aggregates show GARYLITE slag also provides better nail-holding power. In buildings, special fastening devices and nailing strips are unnecessary because baseboards and trim can be nailed directly—and easily—into GARYLITE concrete. And masonry units of USS GARYLITE concrete weigh less, are more fire resistant, have more pleasing color and texture. They are compatible with other building materials, provide better sound absorption and thermal insulation. For more information on the best coarse or fine lightweight aggregate—USS GARYLITE Expanded Slag—call or write United States Steel, Raw Materials Sales, at any of the following offices: 208 South LaSalle Street, Chicago, Illinois 60690 (Area Code 312) 236-9200; 209 Broadway Bldg., Lorain, Ohio 44052 (Area Code 216) 245-6897 525 William Penn Place, Pittsburgh, Pa. 15230 (Area Code 412) 391-2345. *USS and GARYLITE are registered trademarks.*

IS NAILING YOUR PROBLEM?

United States Steel USS



Chapter Notes

The Executive Committee of the Wisconsin Chapter, AIA, met at Alioto's Restaurant, Milwaukee, on August 7, 1964 with the following members present: Leonard H. Reinke, Mark A. Pfaller, Emil Korenic, Allen J. Strang, James Angus, Lawrence Bray, Paul H. Graven, Charles Haeuser, Roger M. Herbst, Robert P. Potter, Al. J. Seitz, Norman Sommers and William Wenzler.

The Western Section has established its basic program for the 1964-1965 season. Lloyd Krueger is the Section's Program Chairman. During this year one meeting will be entirely devoted to business, and the balance of the meetings will feature presentations both interesting and informative for the membership.

James Potter, AIA, Madison, presented a program in New Holstein on the 1st of August for the joint meeting of the Northeast Section and the Northeast W.A.L. Basically, the presentation was on architectural photography.

Next meeting for the Northern Section is scheduled for September 18 in Eagle River. This will be a fun meeting, with plans for a family weekend.

The 1965 Honor Awards Committee was activated. This program, formally a bi-ennial competition, is presently an annual function of the Chapter. The program will undoubtedly be similar to the 1964 set-up. All rules were revised last year and the effectiveness of the program was increased.

Considerable time was spent in reviewing the School Buildings Committee brochure. The printing schedules have been established and the booklet will receive full approval of this organization, after minor revisions in content.

The North Dakota Chapter, AIA has requested the Wisconsin Chapter, AIA, to judge its first Honor Awards competition. The borchure submission form, similar to the Wisconsin Chapter, AIA, will be offered. The Executive Committee will appoint a special committee to act as Jurors in this competition.

The meeting was adjourned at 5:05 p.m.

Mrs. Jane Richards
Executive Secretary
Wisconsin Chapter, A.I.A.
3902 N. Lovers Lane Rd.
Milwaukee, Wisconsin 53222
HO 4-4520

Foundation Report

Late last month, the nine directors of the Wisconsin Architects Foundation met a committee from the University of Wisconsin to discuss the possibility of an architectural curriculum within the university. Education committee members from the Wisconsin Chapter of the American Institute of Architects and individual architects also attended the meeting at Madison.

David Bednarek, a newsman on the staff of the Wisconsin State Journal in Madison, reports here on the meeting.

The University of Wisconsin is getting ready to establish a research and instructional program in environmental design on the Madison campus.

Preliminary plans for the program were revealed at a meeting of university officials and representatives of the Wisconsin Architects Foundation.

The program is aimed at students who will work in the building design professions of architecture, landscape architecture, industrial design and interior design.

It will initially lead to the degree of Master of Science in Environmental Design, but may ultimately extend to a doctoral program.

A student completing his undergraduate work in liberal arts and the graduate degree requirements in environmental design could possibly fulfill the educational requirements needed for licensing in architecture or landscape architecture.

Wisconsin now does not have a state-supported program leading to a degree in architecture.

The Wisconsin Architects Foundation annually gives tuition aid totaling more than $3,000 to students who study architecture in schools outside Wisconsin. Some 162 Wisconsin students are reportedly studying architecture outside the state.

Robert L. Clodius, vice-president of the university, said the program will be unique in that it will emphasize research on all aspects of design.

"It is not aimed at merely producing architects," he said, "but rather at the whole spectrum of environment, including the engineering, aesthetic, economic and biological aspects of design.

"It will not be a palid image of what is going on elsewhere," he asserted.

Dr. Clodius emphasized that the program is still in the preliminary stages. Course outlines are being prepared which must be approved by the faculty's committee on curriculum.

From there the program will go to the graduate school faculty for approval, then to the university administration, and finally to the regents and the Coordinating Committee for Higher Education.

The target date for beginning the program is September, 1965.

The initial enrollment will depend heavily on undergraduates with degrees in architecture from other schools. The university, however, will have to add only a few courses to prepare students for the graduate program.

Byron C. Bloomfield, Chairman of the University Facilities Research center, headed the committee which worked out the proposal for the program in environmental design.

The program will cross departmental lines and the makeup of the committee demonstrated this idea.

Committee members included specialists in commerce, psychology, urban and regional planning, home economics, medicine, engineering, art history and landscape architecture.

Bloomfield said the program will require seven graduate courses and the accompanying research program, and three or four additional undergraduate courses, and reorientation of some existing ones.

Frederick Schweitzer, a Milwaukee architect, said the program should definitely lead to accreditation because an accredited school of architecture is badly needed in Wisconsin.

He said that hundreds of students are going out of state to study architecture and many others are prevented from doing so because of the cost.

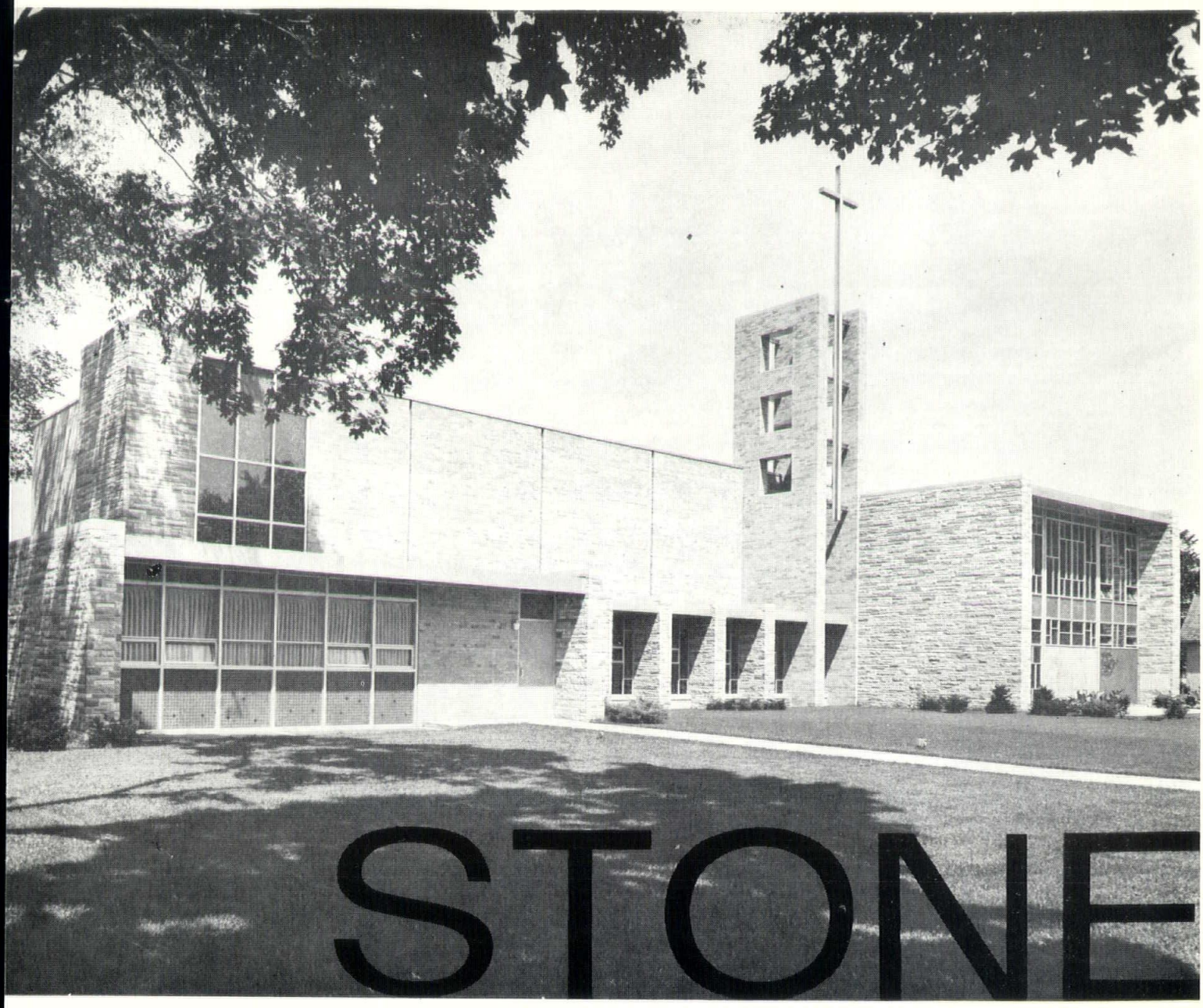
WISCONSIN ARCHITECTS
FOUNDATION
4685 N. Wilshire Road
Milwaukee 11, Wisconsin
WO 2-5844

WEATHERED BARN BOARDS

Constant supply of weathered old barn siding, beams. Some never painted.

Also fresh rough sawn beams — all sizes & species. Also tree trunks. Contact.

CAMPFIRE LAND COMPANY, INC.
APPLETON, WIS.
RE 4-9027



BY HALQUIST

Project:
Trinity Evangelical Lutheran Church
Waukesha, Wisconsin

Architect:
Harry A. Ollrogge AIA

Contractor:
D. G. Beyer, Inc.

Stone:
Marble Ashlar Combining Tennessee and Georgian to give this unique effect.

HALQUIST LANNON STONE CO.
SUSSEX, WISCONSIN
PHONE 781-8220 OR SUSSEX 246-3520

Welcome Aboard

ASSOCIATE:

James P. Pung

Born: Milwaukee; May 27, 1937

Resides: 1134 Elm Lawn, Wauwatosa

Firm: Frederick Oman; Christiansted, St. Croix, U.S. Virgin Islands

Degree: Bachelor of Architecture, University of Illinois

Former Status: Junior Associate

JUNIOR ASSOCIATE:

John E. Haefner

Born: Wisconsin Rapids; April 9, 1935

Resides: 322 W. Southpark Ave., Oshkosh

Firm: Irion & Reinke, A.I.A.; Oshkosh

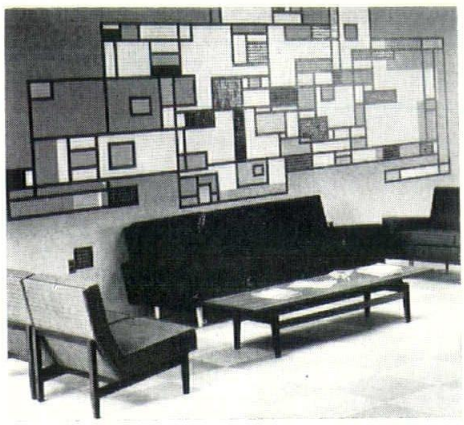
Degree: Bachelor of Architecture, University of Minnesota

Former Status: New member

(Continued from page 9)

mural. Outside, the surface is usually masonry or concrete. Indoors, a backing less resistant to temperature and moisture is adequate. Following the code markings on cartons and paper faced blocks of tile, the setter puts the blocks in place. Dry-set or cement mortar is best for bonding the tile to the wall, since they are strong and permanent. With all the blocks firmly set, the paper facing is peeled away and the joints between the tiles are grouted.

Once mounted, a mural can be washed with a hose, mop or sponge. It requires no



The Tile Council of America placed the above mural in the lobby of its research center at Princeton, N. J.

waxing, shining or other maintenance. Tiles will not fade or deteriorate, but a mural can be damaged by extreme physical abuse. If this occurs, the manufacturer can perfectly match the damaged portion and the duplicated section can be set in place without effecting the rest of the mural.

NOVOTNY INC.

647 W. Virginia St.
Milwaukee 4, Wis.

A. L. J. C.
BR. 6-1899 — BR. 2-4183

F. H. LAWSON CO.

Medicine Cabinets
Bathroom Accessories

CAPITOL MFG. CO.

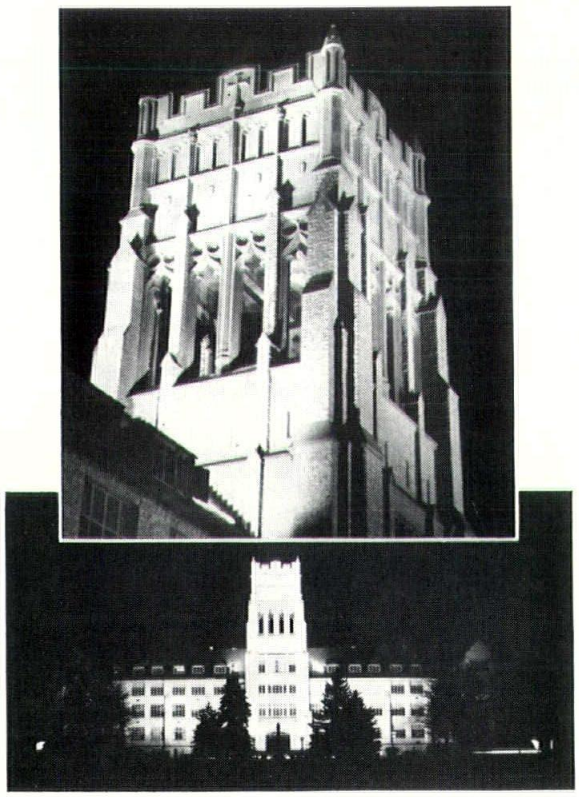
Steel Pipe Couplings
Forged Steel Fittings
Insulating Unions
Well Supplies

SANI-DRI CORPORATION
Sani-Dri Hair and Hand Dryers

ROYALITES

Distinctive Wood Door Lites
and Louvres

available now from our
Milwaukee warehouse, 5214 N. 124th St.
phone HO 6-1060



MOUNT MARY COLLEGE • MILWAUKEE

Painted with Light...

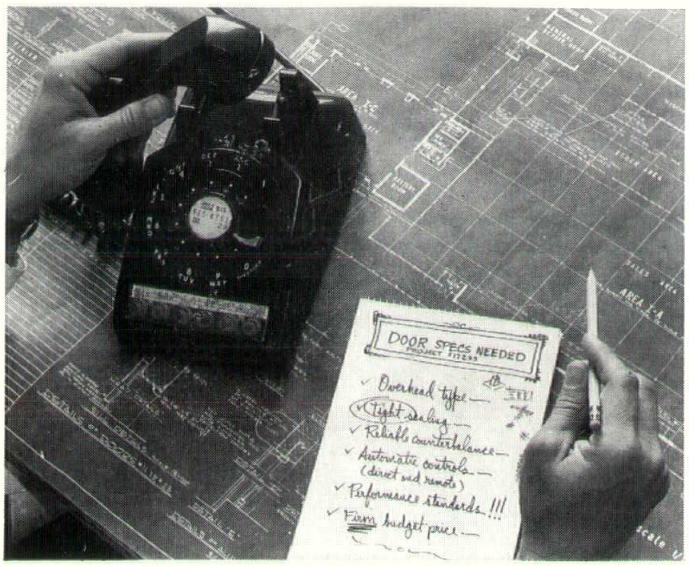
Visible for miles around, in almost any direction, the brilliantly lighted tower of Mount Mary College stands out as a landmark of beauty on the night-time skyline. It is a fine example of the way technical floodlighting skill can be used to create and enhance a notable artistic effect. The interesting colors and shadows of distinctive lighting bring out the real lifelike beauty of this handsome stone structure.

Mount Mary College is literally "painted with light."

Let us help you with lighting problems. Call any Wisconsin Electric Power Company office.

WISCONSIN **electric power** COMPANY

Now's the time to call the man from BARCOL



When it comes to determining the right overhead-type door for the right project, call the man from Barcol . . . he's best qualified to work with you at the preliminary planning stage.

He'll help you anticipate and prevent common door problems . . . identify penalty your client would pay with inadequate, inferior-quality doors . . . justify initial cost of door equipment . . . determine a firm, accurate budget figure . . . AND provide the proof that Barcol saves money for your client.

Barcol Overdoors with exclusive "Cam-Action" and perimeter gasketing are the tightest sealing doors on the market. For added dependability, specify Barcol's springs that are guaranteed for 100,000 cycles or 10 years.

If the buildings you're planning now require efficient materials handling, more accurate temperature control, more convenient door operation, Barcol Overdoors, electric operators and automatic controls assure more efficient performance. Barcol's superiority is fully documented . . . providing you proof of performance that justifies initial cost. We're as near as your phone!

There's a BARCOL man near you...

WISCONSIN

Green Bay
Northern Metal & Roofing Co.
510 N. Webster Ave.
Phone: 414-432-7719

Madison
Paul M. Treichel Co.
1224 University Bay Drive
Phone: 608-233-1318

Milwaukee
J. F. Cook Co.
2320 W. Greenfield Ave.
Phone: 414-384-3333

Wausau
Barcol Overdoors of Wausau
102 Bridge Street
Phone: 715-842-4493

ILLINOIS

Barcol Overdoor Company
110 Mill Street
Rockford, Illinois
Phone: 815-965-8653

IOWA

Barcol Overdoors of Dubuque
62 S. Algona
Dubuque, Iowa
Phone: 319-583-6618

BARBER COLMAN
BARCOL

BARCOL OVERDOOR COMPANY
SHEFFIELD, ILLINOIS
Subsidiary Barber-Colman Company, Rockford, Illinois

University of Illinois Assembly Hall, Urbana, Illinois. Architects: Harrison & Abramovitz, New York. Structural Engineers: Ammann & Whitney, New York. Mechanical-Electrical Engineers: Syska & Hennessy, Inc., New York. University Architect: Ernest L. Stouffer. General Contractor: Felmley-Dickerson, Urbana, Illinois.

"Floating saucer" of folded concrete roofs 3 acres

Free of supporting columns, the roof of the new University of Illinois Assembly Hall will seem to "float" over the spectators. This is the world's largest concrete dome, 400 feet across and weighing 5,000 tons. It is borne entirely by a peripheral ring of prestressed concrete resting on 48 concrete buttresses.

There's an unobstructed view from every seat in the house for sports events. Seating arrangements and staging are readily adaptable for theatricals and concerts. For insulation and acoustical control, the underside of the roof will be lined with cement-wood fiber panels.

The use of concrete to effect such architectural and engineering achievements is seen more and more today. Everywhere architects are turning to versatile concrete to create designs of outstanding beauty and functionality.

PORTLAND CEMENT ASSOCIATION 735 North Water Street, Milwaukee 2, Wisconsin
A national organization to improve and extend the uses of concrete